

# The One Hundred and Eighth Semi-Annual Opening and the

## Fifty Fourth

## 54<sup>TH</sup>

## Anniversary



# Barr's

## Occurs Tuesday, March Tenth.



1849

### EDITORIAL.

1849—4th and Market Sts.  
1857—4th and Vine Sts.  
1880—6th and Olive Sts.  
1903—6th, Locust.

IN INVITING YOU TO COME TUESDAY AND INSPECT OUR REMODELED AND ENLARGED STORE, WE SHALL NOT INDULGE IN ANY RETROSPECTIVE TALK.

Our history is briefly recorded in the four dates at the head of this column, and it is with the future we now have to deal. There are to-day fifty-three stores housed under this one roof, and some of them occupy not less than double the entire floor space of the little store, the picture of which is shown at the right in the top corner.

This is now the most comfortable and convenient store in the entire West, excelled, we believe, by none in the world in its serving capacity.

The sources of supply commanded by our immense capital enables us to purchase, and therefore sell, at lower prices than otherwise possible.

Barr's department display, beginning Tuesday, will give you a better idea of the marvelous resources of this great house, which is now thoroughly modern in every respect, than any printed description could do.

Tuesday all elevators will be running, and there are now seven new electric passenger elevators of large carrying capacity running from basement to fourth floor.

We cordially invite our public to come and see the result of these months of labor and expenditure, and to rejoice with us that at last all is complete and the noise and bustle of construction at an end.

### Dress Goods Department.

Very special values in Dress Goods all at \$1.00 a yard.  
48-inch All-Wool Melrose Cloth, \$1.00. A great seller—full line of spring colors.  
48-inch All-Wool Idols, \$1.00 a yard. Just the thing for Shirt-Waist Suits.  
50-inch All-Wool Unfinished Worsteds, \$1.00 a yard. Splendid for traveling suits.  
48-inch All-Wool Crepe Crush, \$1.00 a yard. A strong cloth, all colors.  
52-inch All-Wool Twill-Back Brown Cloth, \$1.00. Best value in the market.  
48-inch All-Wool Novelty Suitings, \$1.00 a yard. Blue and white, and black and white. All the rage for Shirt-Waist Suits.  
48-inch All-Wool Silk Finish Henrietta, \$1.00 a yard. On Barr's famous central table.  
175 pieces of All-Wool and Silk and Wool French Challises will be shown—EXCLUSIVE DESIGNS.  
High-class French Novelty Suits and the new Novelty Mohairs and Sicilians on sale Monday. They are very good this season.

### Women's Underwear.

Also Shirt Waists.  
48-50 Women's Silk Petticoats, in plaid, taffeta, silk, umbrella shape, deep shirred flounce; finished with ruching; regular value, \$2.50.  
48-50 Women's Silk Petticoats, umbrella shape, deep accordion-pleated graduated flounce, in all the new changeable effects; umbrella shape, deep accordion-pleated flounce, finished with double ruffe.  
WOMEN'S LAUNDERED SHIRT WAISTS.  
Women's Shirt Waists, made of India linen, full front of insertions of embroidery and tucks, tucked back, new sleeve and collar; sizes 32 to 42; \$1.75.  
Women's Shirt Waists, made of fine India linen, front made of seven rows of fine insertions of embroidery, tucked back; new sleeve and collar; \$1.75.  
Women's Shirt Waists, made of Oxford cloth, tucked yoke effect, wide pleat, finished with large pearl buttons, new sleeve and collar; \$1.75.  
We have just received a full line of the celebrated "Star Shirt Waists" in Percale, Oxford, Madras and Linens. These are strictly tailor-made, perfect fitting; prices ranging from \$1.75 to \$2.50.

### New Spring Gloves

of Barr's direct importations are here. Best French productions in Glace or Suedes. Barr's are also exclusive agents for P. Centemeri & Co.'s "Perfection of Fit" Kid Gloves.

P. Centemeri & Co.'s first quality Suede Gloves, new spring colors, \$1.50.  
P. Centemeri & Co.'s Florida quality Glace Gloves, all colors, \$1.50.  
P. Centemeri & Co.'s best quality French Kid Gloves. The most satisfactory gloves imported in the United States. All colors, \$1.75, black, \$2.  
Special opening-week bargains. Extra values in women's fine Kid Gloves, blacks, colors and white, Glace or Suedes or Prix seam street Gloves, 90c pair.  
Dent's Gloves, for men; Travelers' sample lines, including all lines of their best quality; regular \$1.85, \$2 and \$2.25 Gloves; first choice, sale price \$1.25; second choice, sale price \$1.00.  
There are also some glove bargains in odds and ends of broken sizes, but some of all sizes from 7 to 10; prices, 50c and 75c.

### SPRING OPENING

IN MEN'S FURNISHING DEPARTMENT.

We are showing the largest line in Men's Silk Neckwear in the city. Latest shape in Four-in-Hands, Tecks, Squares and Strings, at 50c each.

Men's new spring styles Negligee Shirts, in plain white and neat effects, at \$1.00 and \$1.50 each.

Men's Underwear in great variety. Silk, Wool, Lisle and Balbriggan, from 50c to \$3.25 per garment.

### Music Programme for Week of March 9.

March—"The Soldier of Fortune"—Gustav Selection—"The Strollers"—Englander  
"The Brownie Ballet"—Cosby  
Overture—"The Watch on the Rhine"—Wilson  
"La Carita"—Osborne  
"Grand American Fantasia"—Tone Pic-  
tures of the North and South.—Bendix  
Selection from "The Mocking Bird"—Rosenfeld  
March—"I'm a Jonah Man"—Rogers  
(Carter's Orchestra.)

### Novelties in Embroideries.

Late Arrivals in New Embroideries That Will Be Shown Monday.

New 5-piece Shirt-Waist Bands, new Medallions, Butterflies, Bow-knots, Squares, Oblong and Round; new Initials Medallions.  
New Applique Band Trimmings; new Swiss Sets, with Valenciennes Lace Edges; new Shirt-Waist Fronts; new Corset Cover Embroideries; new Ribbon Insertings.

### Special Bargains for This Week.

15-inch wide Nainsook and Cambric Edges, 5c value, for 5c a yard.  
5-inch wide Cambric Edges, 12c value, for 5c a yard.  
2 1/2-inch wide Nainsook Insertings, 35c value, for 15c a yard.  
1 1/2-inch wide Ribbon Band Trimming, 15c value, for 7c a yard.  
2-inch wide Ribbon Band Trimming, 35c value, for 15c a yard.  
2-inch wide Gulpure Band Trimming, 35c value, for 15c a yard.  
10-inch wide New Swiss Skirtings, 45c value, for 25c a yard.  
10-inch wide New Cambric Skirtings, 45c value, for 25c a yard.  
12-inch wide New Cambric Skirtings, 55c value, for 35c a yard.  
22-inch wide Nainsook All-Over Embroidery for Shirt Waists, \$1.45 value, for 85c a yard.  
10-inch wide New Nainsook Skirtings, 75c value, for 45c a yard.  
22-inch wide Cambric All-Over Embroidery, 60c value, for 35c a yard.  
Special for Monday only—15c Embroideries for 5c a yard.

### New Black Dress Goods.

SPRING WEIGHTS AND WEAVES IN THE EVER-POPULAR BLACKS.

Everything pretty and attractive in Wool or Silk and Wool Fabrics can be found in our extensive collection.  
Whether you are looking for material for an elaborate gown, tailor-made suit or for an everyday skirt or dress, you can rely with absolute certainty upon getting what you want in Barr's Black Dress Goods stock. Foremost among the new weaves are:

Etamine, Volles, Mistrals, Twine Cloth, Crepe de Chine, novelties in Volles, plain and fancy Mohairs and Sicilians, etc.  
We mention a few splendid specials:  
44-inch black, plain and homelike Etamine, all wool, superb finish, crisp and wiry, at 75c yard.  
42-inch black Crepe de Chine, made from pure silk and wool, at the low price of \$1.00 yard.  
54-inch black Cheviot, all worsted, rich jet black, extra value, at \$1.25 yard.  
Novelties in Etamines and Volles, Barr's exclusive designs, from \$1.00 to \$2.75 per yard.  
Northeast Corner, Main Store.

### Our Cafe

Fourth Floor of Annex.  
Is in line with the extended usefulness of the entire store—light, roomy, homelike, dainty in its furnishings and service, food deliciously cooked, and prices as moderate as quality and service will justify. In fact, the model dining place for ladies and gentlemen.

### A Preliminary Showing of Laces, Trimmings and Neckwear.

Exquisite Laces that seem as impossible of human achievement as the spider's intricate web, but still are the work of patient, skillful human hands.

Preliminary showing of P. K. Lawn and Butcher's Linen top collars and wash stocks, with embroidered tabs in white and Persian designs, at 15c, 25c, 35c, 50c, 75c, 90c to \$1.50 each.

Preliminary showing of Cape Collars in Irish crochet, Venetian and Arabian, in large leaf and grape designs, at \$1.00, \$1.25, \$1.50, \$1.75, \$2.50, \$3.75 to \$12.00 each.

Preliminary showing of Persian Bands and Appliques, embroidered in silk and linen, in fruit, flower, leaf and grape designs, at 50c, 75c, 90c, \$1.00, \$1.35, \$1.50, \$1.75, \$2.50, \$3.50 to \$5.00 a yard.

Preliminary showing of Silk and Mohair Fancy Braids and Galloons, at 10c, 25c, 35c, 50c, 75c, 90c, \$1.00 to \$1.75 per yard.

Preliminary showing of Plauen, St. Gall, Brussels and English Laces, in Bands, Galloons, Edges with all-overs to match, in sets complete, in white, cream, ecru and two-toned effects, in flower, leaf and grape designs.

Preliminary showing of all the latest import novelties in Vellings, at 75c, \$1.00, \$1.35, \$1.75 to \$5.00 each.

### Redfern Corsets.

"The woman of fashion" intimates the good corset. She seems to have given her corset the attention that results in assisting the dressmaker to make all possible out of her form, and the outlines suggest corset perfection for her figure. Only one of our "Redfern" Models is illustrated, but there are styles to suit all kinds of forms, and they will give the stylish contour if the proper corset is selected. Our saleswomen know the right styles for all figures. We have the kind in the Redfern that curves hips, lengthens the waist or shortens it, as the case may be, and rounds the bust into the correct outlines.

Barr's, St. Louis Agents for this elegant Corset.



## Cloak and Suit Department.

This great department will on Monday occupy its enlarged space which, puts it in the lead of all cloak and suit rooms west of New York City, and not excelled even there. More space means more and greater variety of garments, more salespeople, more fitters. In short, our customers will witness a revelation in the business of selling ready-to-wear garments.

### Tailor Suits.

Barr's Suits are pre-eminent in St. Louis. Every new, up-to-date style—every new spring material—every fashionable shade—every kind of new trimming is to be found here.

At \$13.75 New Blouse Suits, in chevrons and fancy mixtures—taffeta silk-lined blouse—unlined skirts—all sizes and colors.

At \$18.75 Fine black, blue and brown Broadcloth Blouse Suits—beautifully made and trimmed—taffeta silk lining in blouse—new style skirt.

At \$25.00 Swell Cheviot and Mixture Suits, made in the latest blouse style—silk-lined blouse and silk drop skirt—neatly trimmed—thoroughly tailor made. Best values in silk-lined suits ever offered at \$25.00.

At \$25.00 Fine Etamine Suits, in black, blue, tan and white—silk-lined blouse—unlined skirt—grand values at only \$25.00.

### Walking Skirts.

At \$5.00 A variety of styles at this popular price—in best of materials—in black, gray, tan, blue and brown—finest tailoring—perfectly draped—all sizes—at only \$5.00.

At \$7.50 and \$10.00 Dozens of new styles in Walking Skirts at these prices—especially in this stock strong with fine black skirts—all materials, colors and sizes.

At \$16.50, \$20.00 and \$22.50 The latest, "Accordion-Pleated Walking Skirts," shown first at Barr's, as usual—materials are Etamine, Cheviot, Brilliantine, Broadcloth and Scotch Checks—all colors, black, blue, gray, white—large stock—perfect fitting.

### Dress Skirts.

At \$5.00, \$7.50, \$10.00 and \$12.50 At these popular prices we show a full and complete line of the newest ideas in Dress Skirts—materials are Etamine, Voile, Cheviot, Broadcloth, Brilliantine, Venetian and Silk—in all colors—plain and trimmed—lined and unlined.

### New Silk Coats.

From \$5.00 to \$100.00 This is the full range of prices in our Silk Coats. Every conceivable style is here—every new idea in trimming; in short, a magnificent, large stock of these popular garments at \$5.00, \$7.50, \$10.00, \$12.50, \$15.00 and up to \$100.00—in Taffeta, Peau de Soie and Shantung Silks.

### New Covert Jackets.

At \$5.00 to \$40.00 Large line of Tan Covert Jackets, as well as fine Black Coats—thoroughly well lined and tailored—all sizes and styles—prices \$5.00, \$7.50, \$10.00, \$15.00, \$20.00 and up to \$40.00.

### New Priestley Cravenette Rain Coats.

At \$20.00, \$22.50 and \$25.00 Large and complete stock of genuine Priestley Cravenette Rain Coats—a dozen different and distinct styles, with and without capes and belts—all colors, black, Oxford, tan and olive.

## New Ribbons.

The greatest collection of "High-Class" Novelty Ribbons ever shown in St. Louis, productions of the best French manufacturers will be displayed at Barr's Big Ribbon Department this week. The goods vary in width from 5 inches to 9 inches. Among them are to be found many exclusive novelties for Neck Ribbons, Sashes, Hat Trimming, etc.

Printed Foulard Ribbons in Chinese designs, Embroidered Jansen Ribbons, Persian Taffeta, Embroidered Warp Printed Taffetas, Plaid Gauze Ribbons, Handsome Plaids, Wide Moired Sash Ribbons, New Black and White Ribbons, Ombre Taffetas, Striped Velvet Ribbons, Narrow Persian Ribbons, etc., etc. On Tuesday all these and many other new styles will be gorgeously displayed.

In addition to the above we will offer on Monday at 10c a yard a lot of All-Silk Taffeta Ribbons, 3 1/4 inches wide, in White, Pink, Light Blue, Cardinal, Mais, Turquoise and Black. This is a regular 15c ribbon.

### The Advance in Cotton

HAS NOT AS YET AFFECTED PRICES

In Barr's Wash Fabric Department, but sagacious buyers will see the wisdom of purchasing these lines of goods early.

1,000 pieces Amoskeag Apron Gingham, worth by the case 70c; we will retail this lot, but no more, at 70c yard.

400 pieces Genuine Bates Seersucker, very scarce and staple as gold, wash perfectly, 12 1/2c yard.

500 pieces Mercerized Pongee and Momie Cloths, all the new shades, for shirt-waist suits, 30c yard.

1,000 pieces 27-inch Mercerized Madras, sold everywhere at 25c; we bought them cheap and save you 25c per cent at 20c yard.

2,000 pieces Printed Dimities and Batistes, all our own special printings, in beautiful new patterns, 15c yard.

500 pieces McBride's Irish Dimities, March importations; just landed; they include a full line of Dresdens, blues, pinks, greens, buffs, etc., etc., in handsome foulard patterns, at 25c a yard.

### NEW BOOKS AND OLD FAVORITES.

"Redeeming the Time." Daily musings for Lent. Compiled from the works of Christian G. Rosetti.

"Lady Rose's Daughter," by Mrs. Humphry Ward, author of "Eleanor" and "Robert Elsmere."

"Lovey Mary," sequel to "Mrs. Wiggs of the Cabbage Patch."

"The Eternal City," by Hall Caine; soon to be played at one of the theaters.

"The Star Dreamer," by Castle, author of "Pride of Jennico."

New edition of the "History of the Louisiana Purchase," by Dr. James K. Hosmer.

"The Turquoise Cup and the Desert," by Arthur Cassell Smith.

Burnt Wood Racks; regular price \$2.50; our price 95c.

MADE SHEETS AND PILLOW SLIPS And Cottons by the Yard.

Consider that the price of cotton is advancing, and look after the household needs now, while prices are still low:

1,000 45x25 made Pillow Slips; 1-2c each, \$1.00 per dozen.

2,000 45x25 made Pillow Slips; 10c each, \$1.15 per dozen.

500 51x30 made Sheets; 50c each, \$5.00 per dozen.

3,000 yards 4-4 Lonsdale Cambric; 11c per yard.

3 yards wide Brown Cotton; 5c per yard.

1,500 yards best made Feather Ticking; 25c per yard.

### The Newest Silks.

BARR'S SILK DEPARTMENT CONFIDENTLY ANNOUNCES THAT THE LARGEST AND BEST ASSORTED STOCK OF MEDIUM-PRICED, POPULAR STYLES AND BEST VALUES EVER OFFERED TO THE ST. LOUIS PUBLIC IS NOW READY FOR INSPECTION.

Many novelties not shown before this season will be shown. Embroidered Pongees and Shantung, plain colored Shantung Silks, Printed Shantung in shadow effects. Taffeta and Louisine Checks in new combinations of coloring, etc.

A few money savers are:

18-inch Black Swiss Taffeta Silk, 90c, worth \$1.00.

27-inch Black Domestic Taffeta Silk, 90c, worth \$1.00.

35-inch Black Domestic Taffeta Silk, 90c, worth \$1.00.

29-inch Black Swiss Peau de Soie, 85c, worth \$1.15.

34-inch Black Swiss Peau de Soie, \$1.15, worth \$1.50.

35-inch Black Taffeta Silk, extra heavy, \$1.15, worth \$1.50.

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### Two Big Bargains.

OUR CLOTH AND FLANNEL SECTION HAS TWO VERY DESIRABLE BARGAINS READY FOR MONDAY SHOPPERS.

27-inch all-wool imported French Flannel, splendid for Waist, Kimonos, House and Steamer Wrappers, in fancy Stripes and Persian designs; 75c quality down to 60c per yard; don't miss this bargain.

Only a few pieces left of our all-wool Black Moroccan Skirting; regular 90c quality for 25c per yard; slightly imperfect.

Barr's new Knickerbocker Crash Suiting is all the rage for 1903; sold over 200 pieces last week; have received our third shipment, which will be ready for sale Monday; only 20c per yard.

Plain Linen in all the leading shades for Shirt Waists, 34 inches wide; only 50c per yard.

54-inch Waterproof Cloth, for rainy-day skirts, in Navy, Gray, Brown, etc.; only 60c per yard.

### Barr's Food Department.

SPECIAL FOR MONDAY AND TUESDAY.

The "Twentieth Century Luncheon" and lectures, which Mrs. F. Violet Sanborn is giving in Barr's Food Department, are the center of interest for all hostesses who like to know the latest pretty fads in decoration, service and cooking, on which subject Mrs. Sanborn is an acknowledged and famous authority.

Crown Jewel Flour, made from the finest

### THE WEEK'S PROGRAMME.

Monday—Snow Luncheon.  
Tuesday—Dec. Salad Day—continuously.  
Wednesday—Marini Luncheon.  
Thursday—Lecture on Private Cooking.  
Friday—Lenten Luncheon.

Colorado wheat, 35-pound sack, \$2.00.  
Granulated Sugar—Best Eastern granulated, 20 pounds, \$1.00.

Vandyke's Cocoa—The finest market available, per pound can, 35c.

Coffee—Mocha and Java Coffee, in one-pound packages, per pound, 15c.

Tea—Oolong, English Breakfast, Gunpowder, Young Hyson or Japan (special), 60c.

French Peas—Genuine imported, two cans, 25 cents.

Mushrooms—First choice, per can, 35c.

Holbrook's Worcestershire Sauce, bottled in England; half pint, 15c; pint, 25c; quart, 50c.

Tomatoes—Standard brand, three-pound cans, 8c.

Canned Vegetables—Standard goods—Corn, Peas, Lima Beans or Succotash, per can, 7c.

Olives—Mannilla Olives, four-ounce bottle, per bottle, 6c.

Prunes—Finest California Prunes, per pound, 10c.

Peaches—Best California, per pound, 14c.

Currants—One-pound packages, per package, 75c.

Sardines—Falstaff brand, genuine imported, one-quarter tin, 12 1/2c; one-half tin, 25c.

Rice—Best Rice, two pounds, 15c.

Ivory Soap—Large bar, per bar, 7c.

Maccaroni—Best imported, two packages, 25c.

Table Syrup—One-quart cans, per can, 10c.

Snider's Catnip—One-quart bottles, 25c.

Maple-Flake—The steam-cooked breakfast food—served free in the basement.

Barr's

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